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# **OPENING THE DISCUSSION: GENERATIVE AI AND POSTGRADUATE STUDENT LEARNER JOURNEYS**

**DUNCAN DURIEZ, AFHEA  
LECTURER IN MARKETING**



# GENERATIVE ARTIFICIAL INTELLIGENCE



“Describes algorithms that can be used to create new content, including audio, code, images, text, simulations, and videos.”



# JUST A FEW OF THE THOUSANDS OF AI PLATFORMS



Microsoft Designer



Adobe



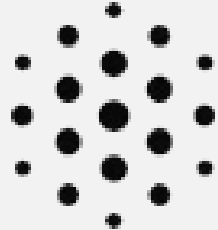
ChatGPT



DALL-E



Midjourney



BLACKBOX



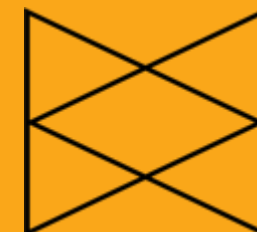
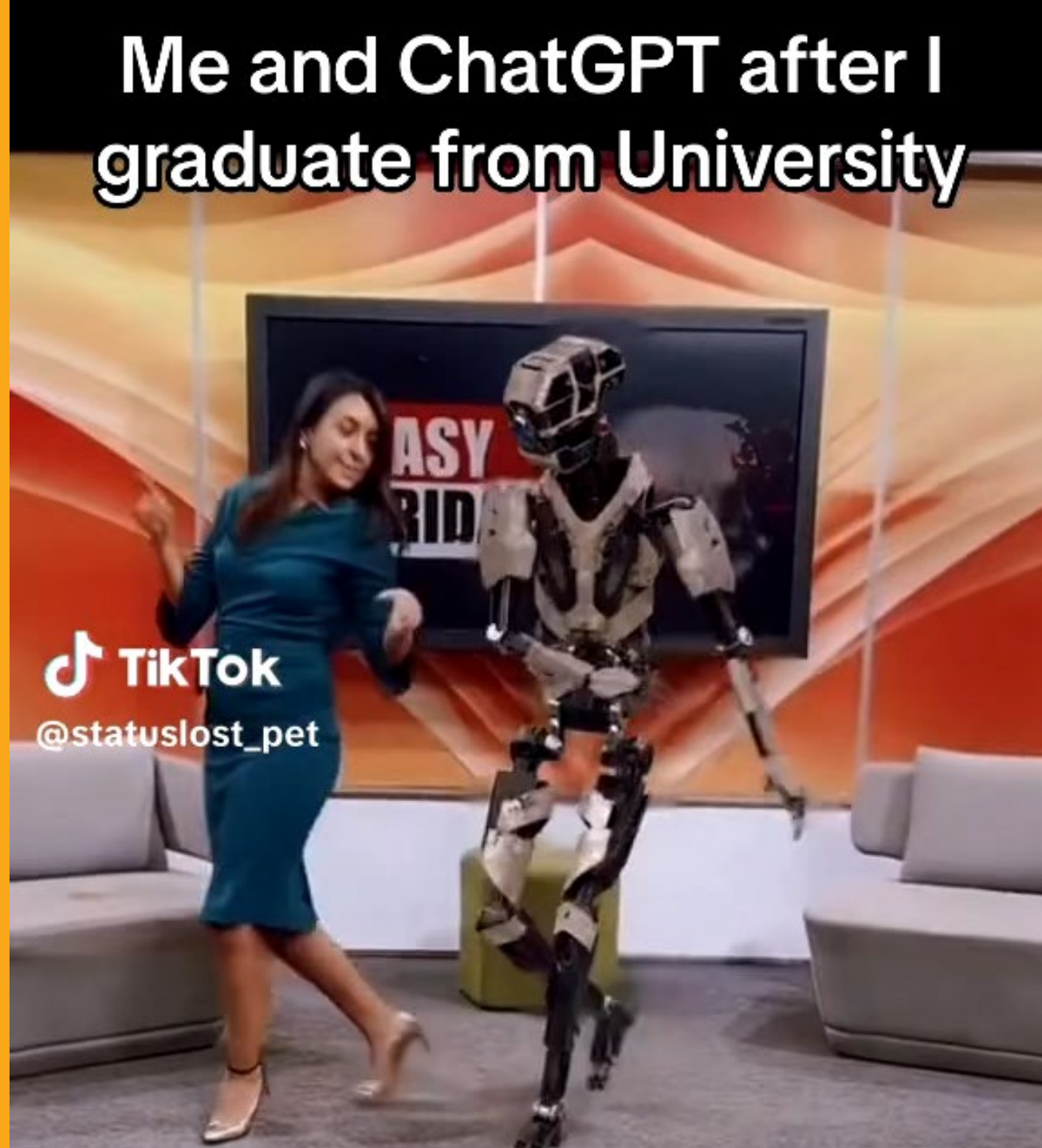
QuillBot



**CHATGPT, DUDE.**

# Me and ChatGPT after I graduate from University

 **TikTok**  
@statuslost\_pet



# PURPOSE



This study aims to understand postgraduates' relationships with ChatGPT as part of their learning journeys.



**Lived Experiences**



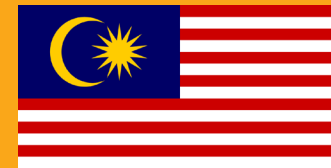
**Acceptance and Use**



# PARTICIPANTS

Postgraduate-taught students at the University of Gloucestershire enrolled on the following courses:

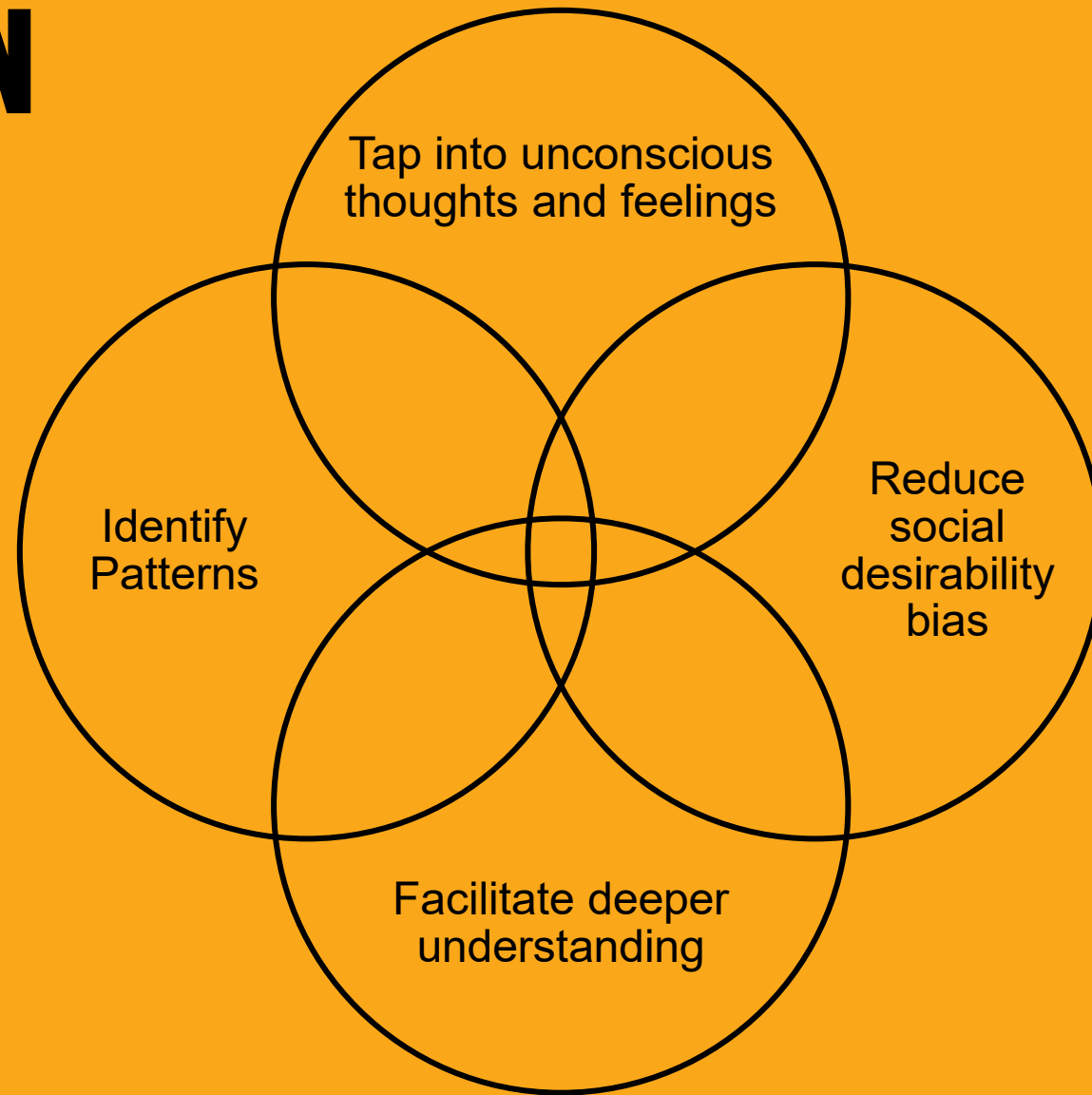
- MSc Human Resources
- Global Business Administration (MBA)
- MSc Marketing

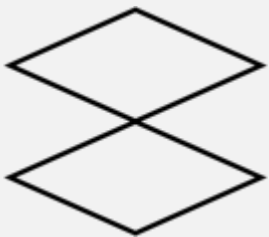




# DATA GENERATION

- Semi-Structured Interviews
- Projective Techniques





**SAYS:**

“Staff at our Uni supports students to use generative AI tools effectively and appropriately in their learning experience.”

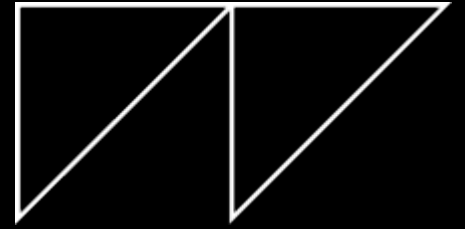
**Student  
University of XYZ**

**THINKS:**

**SAYS:**

**Student  
University of Gloucestershire**

# THEMES



01

Companionship

02

Accountability

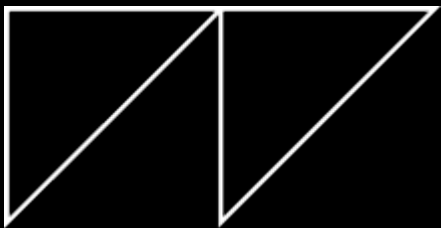
03

Angst

04

Affordance

05 Support



# THEME 1: COMPANIONSHIP



ChatGPT is a friend and an aid, rather than a replacement for traditional methods.

"Frequently, yeah, almost every day now I'm using it ..... not only for my, uh, studies, education but for my kids. I'm using ChatGPT right now, and for my wife, and you know, it's good. **Now it's a family thing.**"

Jay

"...for daily use, ... I asked AI is about, ... eating pattern right in UK as an international student, ... maybe I lack some vitamin, ... supplements ... I asked AI as a student, **which ...vitamin I should have**"

Gavin

"It's like my colleague, it helps me sometimes with the work and, and it's not that I'm being lazy because I am working really hard, but why do we not, **why is it so wrong to use something that can help us**"

Daisy



# THEME 2: ACCOUNTABILITY



Postgraduate students raise significant concerns about accountability to themselves, peers, parents and lecturers.

"I'm not honest about myself and my professor. I'm **trying to trick my professor**. But again ... the consequences of this AI - is on me.

Mike

"...things like ChatGPT that pop up, and I know there'll be more in the future where it makes things easier for us, **people are already lazy enough.**"

Daisy

"...something I do get worried about, is kind of getting to the end of my degree and then being like, oh well, **it wasn't actually me.**"

John



# THEME 3: ANGST



Postgraduate students often express anxiety and nervousness about the potential dependency on AI tools, fearing a loss of personal development and capability.

"I think it is really scary and I do think parts of it's **really dangerous** and I think that used wrong, it can just, it's very **nerve-wracking**."

Daisy

"Whether people like it or not, AI is going to be a massive, a **massive part of the future** and we need to work alongside it..."

Buxton

"I think it's just **such a dangerous tool** now to have. And it's definitely, I think, more harmful than it is good."

"It can be quite **demeaning** on your confidence a little bit..."

John



# THEME 4: AFFORDANCE



ChatGPT offers significant affordances in terms of idea generation, time-saving, and ease of use.

"...you **don't need to read the whole article.** You just read the summaries and get all of the information"

**Bee**

"... help myself ... get what I need, but in a **quicker, timely manner,** because sometimes it will take me three, four days to do what ChatGPT can do in one second."

**Daisy**

"It's really, **really quick** and very accessible."

**John**

"It's **very accessible.** And it's easy also to use."

**Jane**



# THEME 5: SUPPORT



Several participants mentioned the role of lecturers in influencing their perception and use of AI tools.

“Help them **gain that skill** of how to use it, because I think it is really important”

Daisy

“Staff maybe **don't have the level of knowledge** to support students in using the tools, the AI tools”

Buxton

“... should be a training ... **how to use this ChatGPT ...**”

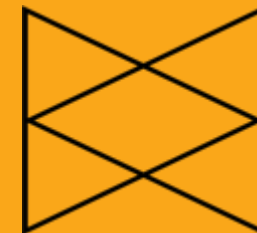
Gavin

“They should **guide students...** to use these tools.”

Mike







# CONCLUSION

ChatGPT offers significant benefits in terms of **companionship**, and **affordance**, but it also brings challenges related to **accountability** and **angst**.

Proper **support** is essential to maximize its potential while mitigating its challenges.



01

Companionship

02

Accountability

03

Angst

04

Affordance

05

Support

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# THANK YOU!

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